



CANADIAN OWNERS AND PILOTS ASSOCIATION

## Saskatchewan Flights

July 13, 2020



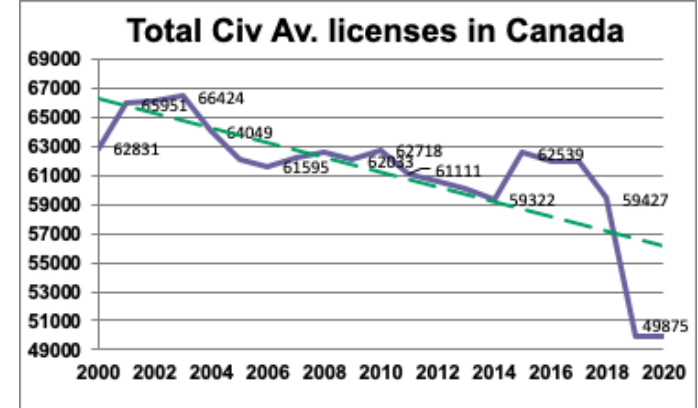
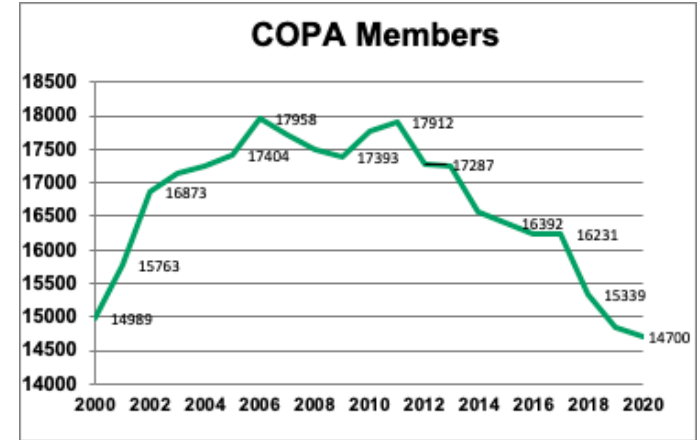
# COPA Now and Into the Future

- Current status and perception of COPA
- Strategic Plan for the Future
  1. Become the recognized, undisputed, unified voice of GA in Canada
  2. Expand and improve regional membership activities
  3. Embrace the exploding drone & UAV market
  4. Market general aviation in Canada

# Membership Statistics

- 2000: 24% of pilots are COPA members
- 2006: 27%
- 2012: 28%
- 2018: 26%
- 2019: 29%

**COPA member numbers reflect a constant proportion of total pilot licenses in Canada**

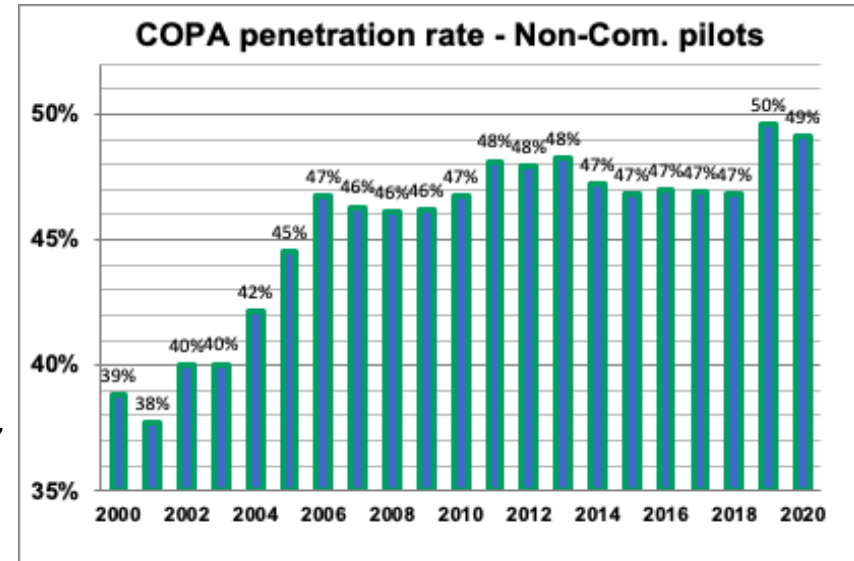


# Membership Statistics - GA

- **COPA's penetration rate for non-commercial pilots is increasing**
  - Peaking at 50% in 2019

Non-comm: PPL-A, PPL-H, Gyroplane, UL Pilots, Rec Pilots, Glider, Balloon

Commercial: CPL-A, CPL-H, ATPL-A, ATPL-H, Multi-Crew, Flight Engineer, ATC



# Strategic Priority #1: Become The Recognized, Undisputed, Unified Voice Of General Aviation In Canada

## Targets

1. Grow and diversify membership
2. Broaden the membership model/structure to attract the widest possible membership base (enthusiasts, AME's, ATC, school students, Air Cadets, drone operators, etc.)
3. Embrace digital technology and social media to attract and engage and build a vibrant and rapidly growing on-line COPA community



## Strategic Priority #2: Expand and improve regional membership activities

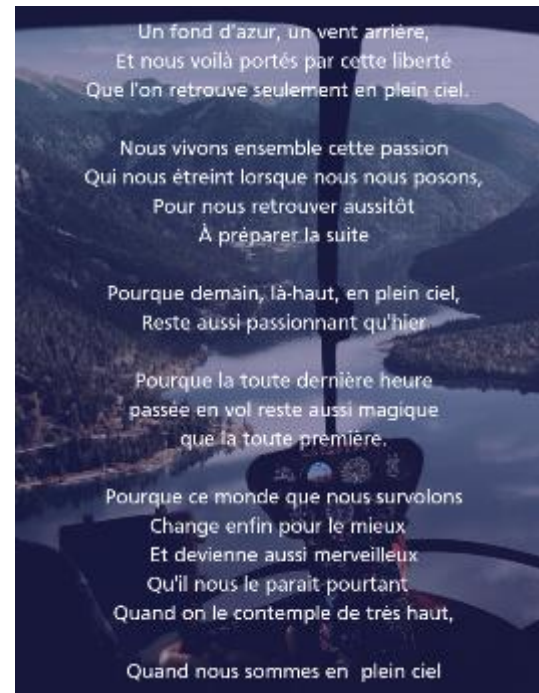
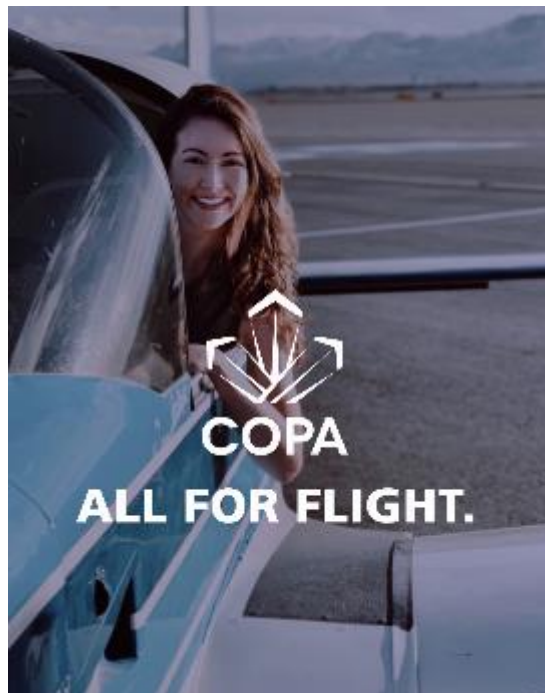
### Targets

1. Hire a dedicated staff person to be a resource to the Flights and attend local events
2. Provide Flights with access to our marketing tools to expand their reach (social media, guides)
3. Support new partnerships and events such as open houses, affiliative events, collaborations with local schools and flight schools, youth organizations, underprivileged youth charities etc.,





# New marketing resources available for Flights



# Strategic Priority #3: Embrace the exploding drone & UAV market

## Targets

1. Liaise with other aviation organizations for the mutual benefit of all airspace users
2. Provide leadership in education, training, safety, airspace management and regulatory compliance for drone pilots
3. Deploy a public relations campaign targeting local and national media to raise the profile COPA in the drone marketplace





## Strategic Priority #4: Market general aviation in Canada

### Targets

1. Widen outreach to youth, starting with grade schools
2. Partner and align with Flight Schools, Air Cadets, Airports, Flying Clubs, etc.
3. Create templates for lowering the cost of flight: aircraft partnerships, gliding, ultralights, homebuilts, relaxing regulations, etc.
4. Make the public aware of GA's value to our society and GDP contribution to our economy

**ALL  
FOR  
FLIGHT™  
À  
PLEIN  
CIEL<sup>MD</sup>**

# COPA NextGen <36 Community

Three main initiatives thus far:

1. **“GROUNDED”** a bi-weekly web series brought in partnership with Ottawa’s COPA Flight 8 that discusses aviation topics of interest with experts in the field.
2. **NextGen Youth Campouts.** Pilots are invited to arrive in advance to COPA Conventions and camp under wing, enjoying free food and great company.
3. **Social Media Community.** An online community that features member content on our social media pages, Facebook, Instagram, Twitter, and LinkedIn.



# Mentorship Program

- Requested by young and older pilots alike
- Pair experienced pilots and COPA members with NextGen youth members
- Selection based on geography and interests
- Share knowledge and gain a flying buddy
- **Coming soon (Summer 2020)**



# How YOU Can Help

1. Show your community what GA is all about
  - Take a non-pilot friend flying
  - Take a young person flying, become a mentor
  - Take a politician/ journalist/ community leader flying
2. Encourage non-members to join
  - Word of mouth marketing
  - Strength in numbers
  - One unified voice for all GA pilots
3. Organize classic and new events for your Flight and community
  - Foster the aviation community
  - Get non-pilots involved to show them the benefit of the airport



# Questions



**COPA**